THE CANADIAN ARTS & fashion AWARDS 2023

OCTOBER 14, 2023
FAIRMONT ROYAL YORK HOTEL
TORONTO



#### CAFA was created to celebrate and support the Canadian Fashion Industry.

Through the recognition and promotion of outstanding achievement and emerging talent in Canadian fashion, CAFA is dedicated to generating a stronger appreciation and market for our artists both in Canada and abroad and to the economic development of the Canadian fashion industry.

CAFA is committed to further developing and cultivating our home grown talent by creating educational programs, mentorship and financial opportunities and establishing collaborative relationships that strive to unite the fashion community and the various existing, national fashion initiatives.

A stylish and sophisticated evening, the CAFA Gala unites artists and influencers from across the country to celebrate the diversity and creativity inherent in Canadian fashion as we recognize Canada's most promising designers, stylists, image makers, models and business leaders.





On stage with winners and presenters from left to right: Kathryn Bowen and Kardinal Offishall, Mr. Saturday with Sander Meijers and host, Karine Vanasse, Justin Wu with Thierry-Maxime Loriot.

#### THE OPPORTUNITY

#### Be a part of the premiere fashion industry event in Canada.

CAFA presents an excellent opportunity for organizations to create a highly visible alignment with Canadian culture, creativity and innovation. Partnering with CAFA provides access to a valuable demographic of forward-thinking business leaders, stylish innovators, and early adaptors.

In its 8th year, CAFA successfully garnered:

- Over 196+ million media impressions
- Over 20+ million social media impressions

CAFA was represented in a combination of broadcast and strong print and digital coverage from both fashion and traditional media outlets with 1379+ pieces of key media coverage and with an advertising value equivalent of \$8,823,672+.

In addition to the Awards event, CAFA is committed to creating and delivering focused and engaging programming throughout the year in support of the Canadian fashion industry. Events including industry round tables, speaker series', cross-sector collaborations and trunk shows provide on-going opportunities for co-branding and sponsorship.

There are unlimited opportunities for involvement and we will work with you to customize a package to meet your specific needs and goals.

Contact Vicky Milner for more information at vmilner@cafawards.ca



From left to right: Amanda Brugel, Nariman Janghorban and Tracy Moore.

## CATEGORIES

The Womenswear Designer of the Year Award
The Menswear Designer of the Year Award
The Award for Emerging Talent, Fashion
The Award for Emerging Talent, Accessories
The Accessory Designer of the Year Award
The Fashion Innovation Award
The Image Maker Award
The International Canadian Designer Award
The Stylist of the Year Award
The Model of the Year Award

The Fresh Face of the Year Award The Fashion Impact Award The Digital Fashion Influencer Award The Fashion Design Student Award Outerwear Brand of the Year Outstanding Achievement Award Makeup Artist of the Year Hair Artist of the Year The Sustainability Award The Vanguard Award









On the red carpet from left to right: Sandi and Jim Treliving, Sasha Exeter, Lauren Chan, Liv Judd.

#### LEAD SPONSORSHIP \$120,000

- Presenting sponsor title and title sponsorship of an award category
- category exclusivity
- three branded tables of 10 people (30 guests) at the exclusive gala dinner and awards ceremony with preferred table placement
- 30 tickets to the official after-party
- verbal recognition during the opening remarks at the gala dinner and awards ceremony
- speaking opportunity during the gala dinner and awards ceremony
- opportunity to brand a custom cocktail
- opportunity to do multiple onsite-activations

- full page ad in the CAFA program
- logo inclusion on Gala Step & Repeat
- logo and sponsorship recognition on all marketing materials in premium position
- inclusion in all print and digital media
- sponsorship recognition on digital screens throughout evening
- sponsorship recognition in post event thank you ad in premium position
- dedicated sponsor posts across all of CAFA's social media platforms
- first right of refusal for 2024 sponsorship

#### PLATINUM SPONSORSHIP

\$80,000

- category exclusivity
- two branded tables of 10 people (20 guests) at the exclusive gala dinner and awards ceremony with preferred table placement
- 30 tickets to the official after-party
- verbal recognition during the opening remarks at the gala dinner and awards ceremony
- speaking opportunity (3-5 min) during the gala dinner and awards ceremony
- opportunity to do an onsite-activation
- full page ad in the CAFA program

- logo inclusion on Gala Step & Repeat
- logo and sponsorship recognition on all marketing materials in premium position
- inclusion in all print and digital media
- sponsorship recognition on digital screens throughout evening
- sponsorship recognition in post event thank you ad in premium position
- dedicated sponsor posts across all of CAFA's social media platforms
- first right of refusal for 2024 sponsorship

### SPONSORSHIP \$60,000

- two branded tables of 10 people (20 guests) at the exclusive gala dinner and awards ceremony with preferred table placement
- 20 tickets to the official after-party
- full page ad in the CAFA program
- logo inclusion on Gala Step & Repeat
- opportunity to do an onsite-activation
- logo and sponsorship recognition on all marketing materials

- logo and sponsorship recognition on the official website
- sponsorship recognition on digital screens throughout evening
- sponsorship recognition in post event thank you ad in premium position
- inclusion in all print and digital media
- dedicated sponsor posts across all of CAFA's social media platforms



From left to right: Award winners, nominees and presenters and guests, South Godfrey with guest, Guests Jane Hanrahan, Vanessa Mulroney, Christi Skylifter.

# SILVER

\$40,000

- one branded table of 10 people at the exclusive gala dinner and awards ceremony with preferred table placement
- 20 tickets to the official after-party
- opportunity to do an onsite-activation
- logo and sponsorship recognition on all marketing materials
- logo and sponsorship recognition on the official website

- sponsorship recognition on digital screens throughout evening
- sponsorship recognition in post event thank you ad
- full page ad in the CAFA program
- inclusion in all print and digital media
- dedicated sponsor posts across all of CAFA's social media platforms

#### BRONZE Sponsorship

\$30,000

- one branded table of 10 people at the exclusive gala dinner and awards ceremony
- 10 tickets to the official after-party
- logo and sponsorship recognition on all marketing materials
- logo and sponsorship recognition on the official website
- sponsorship recognition on digital screens throughout evening

- sponsorship recognition in post event thank you ad
- full page ad in the CAFA program
- inclusion in all print and digital media
- dedicated sponsor posts across all of CAFA's social media platforms



Left: honourees and presenters - Jennifer Zuccarini. Middle top: Maguire. Middle bottom: Kelly Drennen and Elisapie. Right: Kevin Quang Thai Nguyen with Sarah Power and Vanja Vasic.



From left to right: Bojana Sentaler, Janet Jackson, Brooke Wall, Fefe Dobson.

#### AWARD CATEGORY SPONSORSHIP

\$45,000

- title sponsorship of award category
- opportunity to present award at Gala
- one branded table of 10 people at the exclusive gala dinner and awards ceremony
- 10 tickets to the official after-party
- logo and sponsorship recognition on all marketing materials
- logo and sponsorship recognition on the official website

- sponsorship recognition on digital screens throughout evening
- sponsorship recognition in post event thank you ad
- inclusion in all print and digital media
- full page ad in the CAFA program
- dedicated sponsor posts across all of CAFA's social media platforms

# NEVVGEN

\$55,000

- title sponsorship of our NewGen list celebrating the TOP 25 most innovative, trailblazing and inspiring young creative talents from across Canada, in multiple disciplines including stylists, image makers, hair and makeup artists, set designers, creators, costume designers and more
- opportunity to present and celebrate those on the LIST at the Gala and address the audience on stage
- one branded table of 10 people at the exclusive gala dinner and awards ceremony
- 10 tickets to the official after-party
- logo and sponsorship recognition on all marketing materials

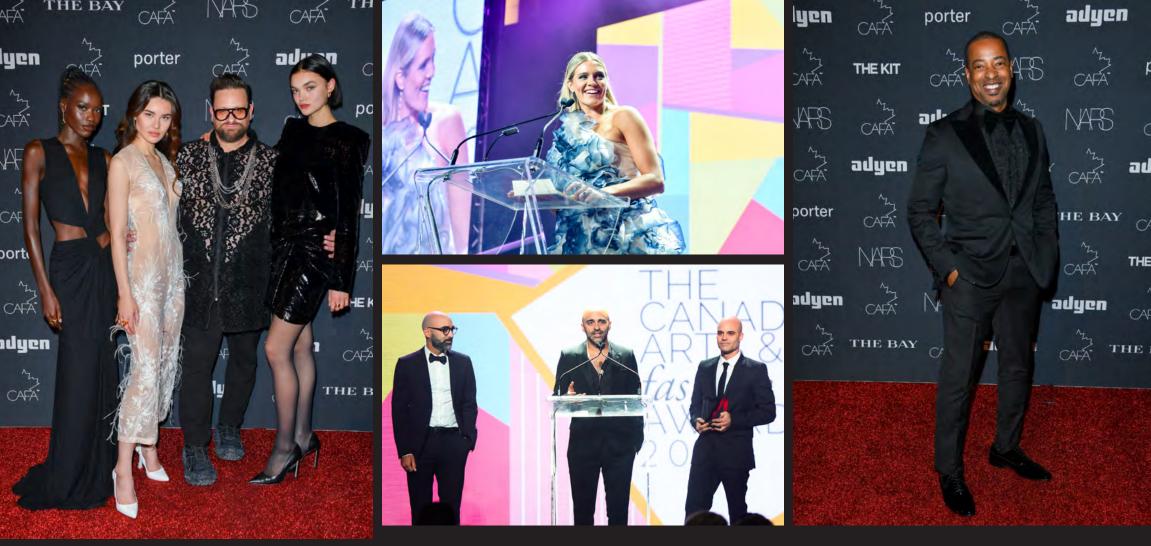
- logo and sponsorship recognition on the official website
- sponsorship recognition on digital screens throughout evening
- sponsorship recognition in post event thank you ad
- inclusion in all print and digital media
- full page ad in the CAFA program
- dedicated sponsor posts across all of CAFA's social media platforms
  - \*\* category exclusivity is available for extra \$\$
  - \*\*opportunity to co-host breakfast/panel event during CAFA week with the top 25 on the LIST - extra \$\$

#### AFTER-PARTY Presenting Sponsor

\$65,000

- one branded table of 10 people at the exclusive gala dinner and awards ceremony with preferred table placement
- 10 tickets to the official after-party
- logo and sponsorship recognition on all marketing materials
- logo and sponsorship recognition on the official website
- logo inclusion on Gala Step & Repeat
- onsite activation opportunities

- sponsorship recognition on digital screens throughout evening
- sponsorship recognition in post event thank you ad
- inclusion in all print and digital media
- full page ad in the CAFA program
- dedicated sponsor posts across all of CAFA's social media platforms



Left: Kelly Streit with models Awar Odhiang, Willow Allen and Shayna Mcneil. Middle top: Olympian Ashley Newman. Middle bottom: Rami, Bassel and Firas Atallah, Co-Founders, SSENSE. Right: George Sully.



From left to right: NewGen Honorees, Kim Appelt and Patti Malette, Caroline Vreeland.

#### PRESENTING Entertainment Sponsor

\$35,000

- one branded table of 10 people at the exclusive gala dinner and awards ceremony
- 10 tickets to the official after-party
- exclusive media opportunity with the Entertainer
- logo and sponsorship recognition on all marketing materials
- logo and sponsorship recognition on the official website
- sponsorship recognition on digital screens throughout evening

- sponsorship recognition in post event thank you ad
- full page ad in the CAFA program
- inclusion in all print and digital media
- dedicated sponsor posts across all of CAFA's social media platforms

## PARKING SPONSORSHIP

\$35,000

- one branded table of 10 people at the exclusive gala dinner and awards ceremony
- logo and sponsorship recognition on all marketing materials
- logo and sponsorship recognition on the official website
- sponsorship recognition in post event thank you ad
- sponsorship recognition on digital screens throughout evening

- logo on valet parking signage and valet parking ticket
- opportunity to display cars
- inclusion in all print and digital media
- dedicated sponsor posts across all of CAFA's social media platforms



From left to right: Sam and Cailli Beckerman, Lily Yange, Sean Brown, Ash Foo.

#### CORPORATE TABLE

\$10,000

- one branded table for 10 people at the exclusive gala dinner and awards ceremony
- preferred table placement
- 10 tickets to the official after-party
- logo recognition in CAFA program
- sponsorship recognition on digital screens throughout evening

#### PATRON TABLE

\$7,000

- one table for 10 people at the exclusive gala dinner and awards ceremony
- 10 tickets to the official after-party



THANK YOU

We hope that you can be a part of this amazing night.

WWW.CAFAWARDS.CA